

**PERHUBUNGAN DI ANTARA IMEJ KEDAI DENGAN
KEPUASAN, PERAKUAN, DAN KESETIAAN PELANGGAN
TERHADAP RANGKAIAN PERUNCIT:
SATU KAJIAN EMPIRIKAL**

NG HUN CHONG

**UNIVERSITI UTARA MALAYSIA
2000**

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TERHADAP RANGKAIAN PERUNCIT :
SATU KAJIAN EMPIRIKAL.**

Projek sarjana ini diserahkan kepada Sekolah Siswazah untuk memenuhi sebahagian daripada keperluan pengajian Ijazah Sarjana Sains (Pengurusan), Universiti Utara Malaysia.

Oleh

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KEBENARAN MERUJUK

Tesis ini diserahkan sebagai memenuhi sebahagian daripada syarat untuk mendapat Ijazah Sarjana Sains (Pengurusan) Universiti Utara Malaysia. Saya bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Sebarang bentuk salinan sama ada sebahagian atau keseluruhan tesis untuk tujuan akademik adalah dibenarkan dengan syarat mendapat kebenaran penyelia tesis atau Dekan Sekolah Siswazah. Sebarang bentuk salinan dan cetakan sama ada untuk tujuan komersial dan keuntungan adalah dilarang sama sekali kecuali mendapat kebenaran bertulis daripada penyelidik. Pernyataan rujukan kepada penulis dan Universiti Utara Malaysia hendaklah dinyatakan jika sebarang bentuk rujukan dibuat ke atas tesis ini.

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ABSTRAK

Tujuan kajian ini adalah untuk mengenalpasti perhubungan di antara imej kedai dengan kepuasan, perakuan, dan kesetiaan pelanggan terhadap rangkaian peruncit. Proses globalisasi dan liberalisasi perdagangan serta persaingan yang semakin sengit dalam industri peruncitan telah mencetuskan keperluan kajian ini supaya pemahaman dan pengurusan industri ini oleh usahawan tempatan akan lebih mantap dan berdaya saing. Kajian ini menggunakan teknik soal selidik untuk mendapatkan maklumat. Sampel terdiri daripada 300 orang pelanggan sebenar dari dua buah kedai rangkaian Bata Marketing Sdn. Bhd. Sebanyak tiga hipotesis dan dua sub hipotesis telah diuji menggunakan analisis korelasi koeffisien Pearson.

Hasil kajian mendapati wujud perhubungan yang signifikan secara statistik antara imej kedai dan kepuasan serta perakuan pelanggan tetapi pada tahap yang sederhana kuat. Analisis korelasi juga menunjukkan wujud perhubungan antara imej kedai dan kesetiaan pelanggan berdasarkan kedua-dua konsep perlakuan dan sikap. Bagaimanapun, berdasarkan nilai korelasi koeffisien Pearson, didapati korelasi antara imej kedai dan kesetiaan pelanggan berdasarkan konsep sikap adalah lebih kuat berbanding korelasi yang berdasarkan konsep perlakuan. Ini bererti pelanggan yang menyatakan keinginan mengulangi langganan tidak semestinya akan berbuat demikian.

Dapatan kajian ini sangat berguna kepada industri peruncitan untuk membina imej kedai yang lebih berdaya saing serta mencetuskan kesetiaan pelanggan. Bagaimanapun, kajian ini akan lebih signifikan sekiranya perbandingan di kalangan kedai-kedai pesaing dalam industri yang serupa dapat dijalankan.

ABSTRACT

The primary objective of this study is to empirically determine the relationship between chain stores images and customers' satisfaction, recommendation and loyalties. Trade liberalization and increased competition among retailers have created the need for such research in order to produce better and competitive local entrepreneurs. This research was done through survey method using structured questionnaire. Total sample of 300 customers were randomly selected from two Bata Marketing Sdn. Bhd. chain stores. For the purpose of testing the validity of the hypotheses, Pearson correlation coefficient was used for all the variables. Three hypotheses and two sub-hypotheses were formulated to be tested for this study.

The results show that store images are significantly related to customers' satisfaction and recommendation but at a moderate level. The results also prove that there are significant relation between store images and loyalties for both behavioral (actual purchase) and attitudinal (purchase intentions) components. Some how, value of Pearson correlation coefficient shows that relation between store image and loyalties by the component of purchase intention is higher than the actual purchase. This shows that intention to purchase doesn't necessary become actual purchase.

Finally, the finding of this research would become useful information for the retailers in their repositioning strategies to improve or change their image. It would also be a tool to build store loyalty among its customers.

PENGHARGAAN

Saya ingin mengambil kesempatan ini untuk merakamkan setinggi-tinggi terima kasih kepada Dr. Shaharuddin Tahir atas kesudian beliau menyelia kertas projek ini serta memberi tunjuk ajar. Ucapan terima kasih juga ditujukan kepada Kementerian Pendidikan Malaysia, Sekolah Siswazah Universiti Utara Malaysia, Pengurus kedai Bata Marketing Sendirian Berhad di Jitra dan Alor Setar yang terlibat dalam kajian ini, atas kerjasama dan bantuan yang diberi dalam menyiapkan kertas projek ini.

Ucapan terima kasih juga dihulurkan kepada En. Abdul Aziz Bin Abdul Latif, pensyarah-pensyarah di Sekolah Siswazah, dan rakan-rakan sekursus kerana memberi tunjuk ajar dan sumbangan idea yang amat berguna dalam menyiapkan kertas projek ini.

Jutaan terima kasih juga diberikan kepada isteri dan anak-anak tersayang. Kesabaran dan pengorbananmu amat dihargai. Diharapkan hasil penulisan ini dapat mencetuskan semangat kecemerlangan pendidikan di kalangan anak-anak tersayang iaitu Kerlyy, Ker-Chia dan Jun-Chyen. Akhir kata, diharapkan kajian ini dapat dimanfaatkan demi perkembangan akademik negara.

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BAB 1

PENGENALAN

Pendahuluan

Peruncitan merupakan satu sektor yang berkembang pesat di Malaysia. Sektor ini mengalami pembangunan pesat ekoran pertumbuhan ekonomi yang memberangsangkan yang menghasilkan pendapatan boleh guna yang lebih tinggi (Malaysia, 1996). Pertambahan penduduk dan peningkatan pembandaran turut menyumbang kepada perkembangan berterusan sektor ini (Malaysia, 1996).

Kajian Perdagangan Pengedaran yang dijalankan pada tahun 1995 menunjukkan pertumbuhan perdagangan borong dan runcit telah meningkat sebanyak 21.3% kepada 150,519 pertubuhan pada tahun 1995 berbanding 124,102 pertubuhan pada tahun 1990. Peruncit membentuk 87% daripada keseluruhan pertubuhan pada tahun 1995, mencatatkan pertumbuhan sebanyak 3.0% (Malaysia, 1996).

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